

**KYYS Public Affairs**  
**Report**  
**Third Quarter 2016**

**July 1 through**  
**September 30, 2016**

### **Third Quarter, 2016 KYYS Public Affairs Report**

KYYS “La X” 1250 AM is a radio station licensed to Kansas City, Kansas.

During the Third quarter of 2016 that ended on September 30<sup>th</sup>. Significant treatment was given to a number of community issues via KYYS’s programming.

### **KYYS Programming Schedule**

KYYS is a Mexican Regional formatted station.

KYYS has several programs that serve the community on different days of the week:

Mondays at 6pm for half an hour HEDC helps people understand the steps in opening up their own businesses.

Family Therapist, Daylin Rodriguez, listens and gives professional advice to the audience live every Wednesday from 8am to 9am.

Every segment the phone lines are available to our audience to help answer any questions they may have.

During the Third quarter of 2016, KYYS kept the audience updated with information on school closures, traffic and weather alerts.

The Mexican Consulate in Kansas City, MO hosted sessions of information and presentations on Immigration, KYYS helped them to promote these free events for the community with interviews and live announcements.

## **Public service Announcements (PSA's)**

KYYs encourage both local and national non-profit organizations to send PSAs to the station either in scripted and /or recorded formats.

The following are examples of public service announcements aired on 1250 am KYYs during the third quarter:

**(July 1, 2016 through September 30, 2016)**

- Red Hispana
- Salvation Army
- El Centro, Inc.
- National Coalition of Cancer
- Neighbors works America
- Make a Wish Foundation
- After lunch Cigarette
- FDIC
- Child abuse prevention
- Children Miracle Network
- Mexican Consulate
- St. Jude Children's Research Hospital
- Our Lady of Unity
- Mattie Rhodes Center

“Talking with the Experts” airs every Friday at 2pm hosted by Clara Reyes, the editor of the bilingual newspaper “Dos Mundos”.

**HABLANDO CON LOS EXPERTOS**  
**KYYS Fourth Quarter 2016**

DATE:	TIME:	GUEST:	TOPIC
07/15/16	2:00pm	Jessica Piedra	Immigration
07/22/16	2:00pm	Cecilia Ysack	School District
08/05/16	2:00pm	Gene Chavez	Mexican Baseball History
08/26/16	2:00pm	Alfonso Navarro Bernachi	Mexican Consulate
09/09/16	2:00pm	Carolina Uribe	Mattie Rhodes Foundation
09/16/16	2:00pm	Patricia Morales	Mattie Rhodes Foundation
09/16/16	2:00pm	Alfonso Navarro Bernachi	Mexican Consulate